

*Plain
Talks*

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GULF STATES UTILITIES COMPANY

APRIL, 1965





Vol. 43, No. 4

April, 1965

PUBLISHED MONTHLY FOR GULF STATES UTILITIES EMPLOYEES

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There's Always Time To Be Human

SOMETIMES, some silly little HUMAN thing we do for a customer (or even for a stranger) will do more to make a lifelong friend or maybe a whole group of friends for our Company than years of expected routine service that is bought and paid for.

"One time my door was sticking and the electric serviceman fixed it for me," reported one woman to a survey group which makes studies of electrical customers' attitudes.

"I had a couple of Chinese elms and wanted to get rid of them. Your men came along one day and asked me if I wanted them trimmed. I told them to trim them to the ground; they did, and cut the wood up and hauled it off."

"Two weeks ago, I called the electric company at 11:30 a.m. on Saturday and told them my washing machine was broken. Your man said you close at noon on Saturday, but I told him I had a new baby and would like to get the washing machine fixed, so the man sent out another machine and had it going in an hour. I've had different women at bridge games comment about your good service."

Hundreds of dollars' worth of free advertising of the best kind!

"The fellow who reads the meter is so courteous. He came out in the yard one day when I was home and said, 'Mrs., I turned your chicken off, as it was burning'."

"I had a flat tire on the parkway a short time ago, and the electric company truck stopped and changed it for me. The man was very nice, and I was real impressed with his courtesy."

"We had a gas leak and your men worked into the wee hours of the night—they even offered to pay for a room for us for the night."

As long as things are going along normally and nicely, people take our Company pretty much for granted, "Like the mountain, it's just there."

But when the chance comes along to do a little something "extra," that is when Gulf Staters and our Company can get favorable attention and win friendship far out of proportion to what it costs in time or effort.

OUR COVER

CONSTRUCTION gets underway on our segment of an eight state extra high voltage network as workers pour concrete for footings of the first tower on the 158 miles of 500,000 volt line that will cross our service area. Our segment of the system will link our system with power systems in Tennessee, Missouri, Alabama, Mississippi, Louisiana, Kansas, Oklahoma and Texas.

The first tower is being constructed in a field outside the small town of Lewisburg in St. Landry Parish. The 158-mile line will cost in excess of \$10,000,000. Our portion is part of a transmission network that will total 1,000 miles of extra high voltage lines and will cost over \$100 million.

The system will be used for the "mutually beneficial" exchange of seasonal off-peak electricity between utilities in different parts of the nation.

Actual line construction began March 29 with approximately 97 per cent of the right-of-way secured and about 84 per cent of the right-of-way cleared west of the Atchafalaya River. Right-of-Way clearing is now being carried out on the portion of the line from Willow Glen Station to the Mississippi River and east of the Atchafalaya.

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Favorable Business Conditions Predicted By 39th Annual Report

CONTINUED favorable business conditions in our 28,000 square mile service area have been forecast for 1965 in our Company's 39th annual report released the last of March.

The report, mailed to almost 19,000 shareholders, 4,890 of whom live in Texas and Louisiana and own nearly 1.5 million shares, also reports our Company's gross additions, plant investments, revenues and stock conditions during 1964.

The report stresses the valuable assistance and potential that water provides in our service area. The cover features a color photograph of the port of Baton Rouge, the nation's ninth ranking deep-water terminal.

Pictures of the ports of Lake Charles, Beaumont, Orange and Port Arthur are shown on the inside back cover.

A two-page, four-color topographic map, used as the center spread, emphasized the fresh water available from the seven major rivers feeding into the Gulf of Mexico through the territory served by our Company, plus the additional supply soon to be available from Sam Rayburn and Toledo Bend dams.

The annual report reveals that gross additions to our plant in 1964 amounted to \$23 million, bringing the total plant investment to \$577 million.

The report reveals that increased

consumption of electricity raised kilowatt-hour sales by nine per cent and was largely responsible for record revenues totaling \$116,593,000. Revenues were five per cent greater than in 1963 and two and a half times greater than ten years ago. Electric revenues accounted for 88 per cent of all revenues while gas revenues comprised four per cent and steam products revenues made up eight per cent.

Taxes, the largest single cost of doing business, amounted to over \$26 million and absorbed 22.6 cents of every dollar collected from our customers. Operation and maintenance expenses, depreciation and taxes increased five per cent in 1960 to a total of \$86,800,000.

Seventeen Years Of Service

*. . . an era in company history ends
as Lake Charles' Riverside Generating Station
is sold to Pittsburgh Plate Glass Company*



RIVERSIDE PURCHASED. This is what Riverside Station looked like in 1946 when our Company purchased the station from the federal government (Defense Plant Corporation). The plant was about 85 per cent completed. Our Company finished installing the turbo-generator unit, erected a substation and put the plant in commercial operation by August, 1947.

LAST month a 17-year history of service to our Company and the Lake Charles area was ended with the sale of Riverside Generating Station to a neighboring industry, Pittsburgh Plate Glass Company, which will use the generating facility to bolster its electrical power supply.

"Although the sale of Riverside reduces the number of our generating plants from six to five," President Richard said in making the announcement of the sale, "we have already offset the loss of our smallest station by expansions elsewhere.

"Last year we doubled the size of Willow Glen Station at Baton Rouge by adding a 220,000 kilowatt turbo-generator, and construction is under way to double the size of Sabine Station at Bridge City by the addition of a 440,000 kilowatt turbo-generator. And of course, we have assured the Lake Charles area of plenty of power with the construction of the Roy S. Nelson Power Station, with a generating capacity of 384,000 kilowatts."

Riverside, our third oldest plant, has been used mainly as a "peaking" station the last few years — during heavy electrical demands and emergencies—and has a generating capacity of 86,000 kilowatts.

Riverside Station played a large role in the electrical industry history when it became the first existing power plant to be converted into a completely computer-controlled facility. Completed only two years ago, the pioneering effort permitted total operation by only one man in a "centralized control room."

Upon completion, it was acclaimed by the industry as the ultimate in power station operation and control and drew a steady stream of visitors from coast to coast. Besides the electrical industry visitors, Riverside attracted parties from the Atomic Energy Commission in Washington and U. S. Steel in Pittsburgh.

Original construction on Riverside Station was begun during World War II in 1944 by the federal government (Defense Plant Corporation). Shortly after the war ended, the government began disassembling it to move it to Arkansas when our Company purchased it.

The number one unit was placed in commercial operation for the first time in August, 1947, with 35,000 kilowatts. It was an important addition to the system at that time since we had only two power plants, Neches Station at Beaumont and Louisiana Station in Baton Rouge.

The second unit, rated at 40,000 kilowatts, was formally dedicated on September 1, 1950, shortly after our Company attained its 25th birthday. The principle speaker at the ceremonies was Louisiana's United States Representative Henry D. Larcade, Jr.

In his address Congressman Larcade said, "We are assembled here today to take note of the record achievements of Gulf States Utilities Company and the very important part the company and its able administrative officers have played in contributing to the progress and development and expansion program which has made it possible for Lake Charles and Southwest Louisiana to furnish power necessary to attract industries to Louisiana.

"Gulf States has been and is now an important factor in bringing this about, and will continue to have a large part in the furnishing of adequate power, spending millions of dol-

lars for generating and distributing electricity which is such a necessary aid in the development of this important area.

"This unit now being dedicated is recognized as a major project in the expansion program in Louisiana . . ."

Congressman Larcade's dedication address was in reality a prophesy. The area around Lake Charles has attracted industry and, in fact, has become a very important center of the petrochemical industry. And we, as Gulf Staters, can be proud of the great role that Riverside Station has played in this growth in the last 17 years and hope that it will also play as prominent a role in the growth of its new owner.



RIVERSIDE SOLD. Our third oldest and smallest generating station, Riverside at Lake Charles, was sold last month after being in service for 17 years. Pittsburgh Plate Glass Company (in background) purchased Riverside to increase the chemical plant's electrical power supply.



Garden Lighting Expands Summer Living

OUTDOOR living has long been popular with residents in our section of the country. Every family enjoys outdoor cooking. Tradition has made the barbecue fireplace almost standard equipment around the modern home.

To fully enjoy outdoor living after darkness sets in, lighting is a must. With lighting a whole new range of outdoor activities can be enjoyed.

The yard, garden or terrace becomes another room of the home. There's a new world waiting when the garden is lighted up for outdoor living.

Every garden has its own individuality. The same ingenuity and skill which is used in planning a garden should be used in lighting it.

Each homeowner is the artist. He can paint the pictures as he chooses—with light.

The garden should be lighted each evening. It should be considered as part of the home, an extended living room, filled with interesting lights, shadows, and personalities. Night's dark curtain should not be allowed to conceal the beauty of the garden, during the hours when it can be enjoyed with the most leisure.

Outdoor lighting can provide:

Beauty—flowers, shrubbery and trees can be colorful and attractive after dark;

Fun—with lighting for sports, games and barbecues;

Convenience—more room for living and entertaining, and more time for garden work in cool, free evening hours.

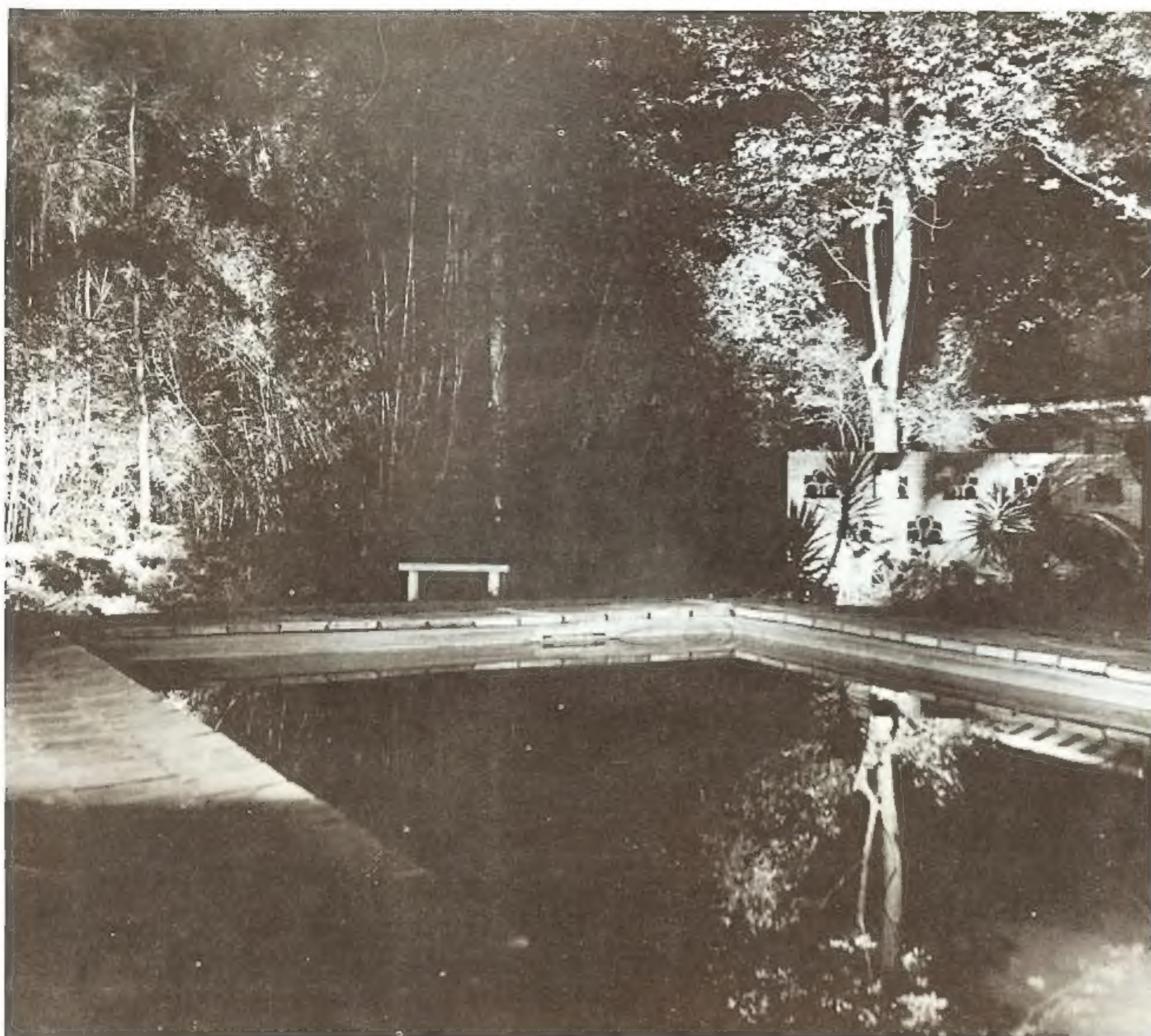
Safety—outdoor lighting helps prevent accidents and discourages trespassers.

The location of lights, style of fixtures selected and the lighting effects must be the choice of each gardener. Use a number of lighting fixtures scattered to highlight trees, flower beds, fence, wall and lily pool. With light, emphasize hazard spots such as steps, walks and paths.

It is not possible to make a set of general lighting recommendations that will apply to all gardens. Experience has shown that certain precautions are necessary to prevent mistakes which may easily create a grotesque instead of an artistic effect.

Here are some general rules that should be applied to every garden lighting plan:

- Avoid excessive general lighting which results in a flat, uninteresting appearance and brings out little of special interest;



- Divide the lighting units. Place them so they may illuminate a choice flower bed, a graceful tree, a path, a pool, a rock garden. You can blot out disagreeable backgrounds or plants out of bloom by simply leaving them dark;

- Keep the light out of the viewer's eyes and your neighbor's too. Hide the bulb itself or use a shielding reflector but don't set up blinding lights, if you want to keep the atmosphere of the garden restful and inviting.

- To make the lighting equipment as inconspicuous as possible, during the day, paint them a dull green to blend with the foliage and shrubbery or conceal all equipment in some form natural to the garden.

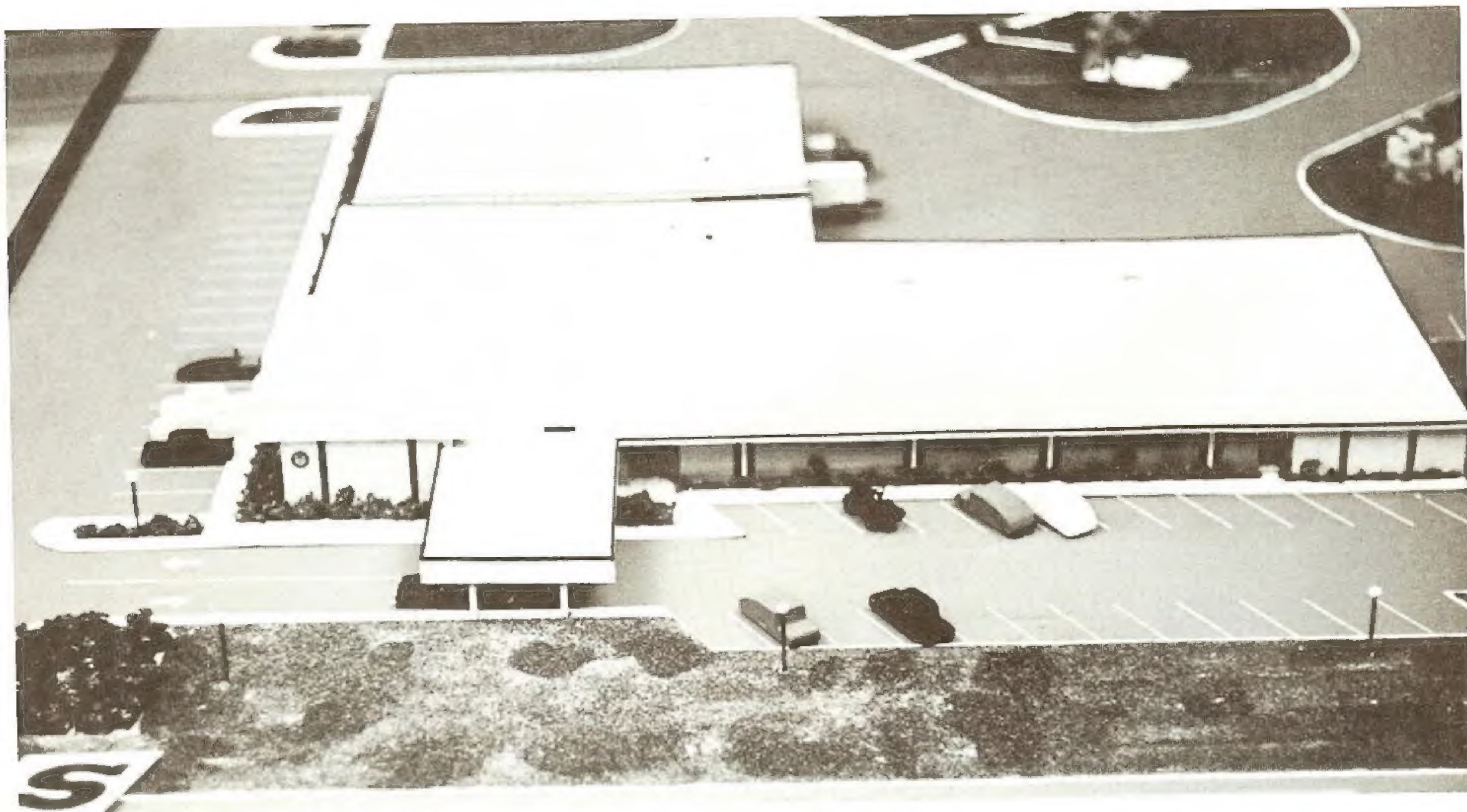
- To light a tree to show its beauty it should not be lighted from one direction. A flood light placed in front of a tree produces a flat, uninteresting result. It should be lighted from two or more directions, from the sides of the tree, from the base of the tree, or from light sources concealed in the tree. Such placement of light sources will highlight the leaves in a lacy pattern against the night sky.

- Weatherproof outlets, located on the house or garage, are convenient for attaching lighting equipment. All extensions should be of rubber covered cord. More remote fixture locations may be fed either by overhead weatherproof wire or by a properly buried line.

There are now on the market a very good choice of lighting fixtures for lighting the garden so that the color and beauty of the garden need not be lost in darkness, if there is light. The pictures on these pages were made last summer at the home of Leonora O'Neal, home service director, Beaumont, and they show how she made good use of outdoor lighting to great advantage. The pictures show how she and her guests were able to enjoy the beauty of the garden and pool area long after sunset.

Would you like to make the outdoors an important part of your family's after-dark living pattern? Would you like to double or triple the size of your home with small expense and effort? Then include outdoor lighting in your garden planning. Experiment with it and see what surprising and pleasing results you will get.





NEW ORANGE DISTRICT HEADQUARTERS. This architect's model shows what the new Orange District service center and office building will look like. H. B. Neild and

Sons, Inc. of Beaumont has been named general contractor for the job. The new facilities will be ready for occupancy by April, 1966.

Contract Awarded for Orange Service Center

H. B. NEILD and Sons, Inc., of Beaumont was named general contractor earlier this month for the new Orange District service center and office building. The company submitted the low bid among nine area construction firms.

Completion of the new facility, to be located across from the Orange Memorial Hospital at Camellia and U. S. Highway 90, is expected in April, 1966.

"Construction of the new facilities is a milestone for our Company in Orange, which is its birthplace," Rex Lee, Beaumont Division manager, said. "We have come a long way since its origin at the foot of Front Street in 1925. And every aspect of designing that went into our new headquarters was done with the thought of providing continually improving electric service to our many Orange County

customers."

Our present office building and service center on Front Street was sold two years ago to the neighboring Livingston Shipbuilding Company. The Orange District personnel will continue occupying these quarters until the new facilities are ready.

Four sub-contractors have been named. They are Homer Haworth of Orange, site work; Sonnier Electric Company of Texas, Orange, electrical; Goodell Engineering Company of Beaumont, air conditioning, heating and ventilating; and Barclay Owens, Inc., of Beaumont, plumbing.

Gale Cook of Orange is the architect for the service center and office building, which will have 26,200 square feet of floor space. Harry Galewsky of Beaumont is the consulting engineer for air conditioning, plumbing and electrical work.

The building, which will be headquarters for approximately 65 district employees, will include a sales floor, auditorium, storeroom, work room and offices. The auditorium, which will have 1,750 square feet of floor space, will seat about 150 and feature a model demonstration kitchen.

The building's exterior will be brick and concrete block with decorative marble-crete on the outside of the auditorium. The building will be heated and cooled electrically, utilizing a heat conservation principle along with heat from lighting fixtures for the heating cycle.

When completed, the building will be surrounded by 95,000 square feet of paving plus parking space for 90 automobiles. For the customers' convenience, a drive-up drop-box depository for paying bills is included in the plans.



SPEAKS AT INTERCONNECTED GROUP MEETING. Charles Lopez, engineer, System Production, Beaumont, was one of the featured speakers at the 23rd annual meeting of the Southwest Regional Group of the Interconnected Systems Group last month in Beaumont. The two-day meeting drew representatives from electric systems in a nine-state area.

Company Hosts Annual Meeting Of Southwest Regional Group

OUR Company was the host to representatives from electric systems in a nine-state area who attended the 23rd annual meeting of the Southwest Regional Group of the electric utility Interconnected Systems Group last month in Beaumont.

The Southwest Regional Group is a voluntary organization comprised of representatives of 52 electric utility systems whose service area covers all or part of Nebraska, Kansas, Missouri, Oklahoma, Arkansas, Mississippi, Louisiana, Texas and New Mexico. Types of ownership of systems that are associated with the Southwest Regional Group are investor-owned electric companies, co-operatives, municipal, state and federal authorities.

The purpose of the meeting was to resolve current problems of interconnected operations and exchange information in a continuing effort to improve the techniques of this interconnected operation.

Working committees, whose activities continue throughout the year, reported on various phases of operations, some of which were: dispatching, communications, frequency con-

trol, reserve emergency planning and national and local disaster emergency plans.

Each year more and more of the nation's electric power systems are being interconnected in the continuing effort to improve reliability and efficiency of services. The systems associated in the Southwest Regional Group supply electrical power to 95

per cent of the region served by them.

The meetings are usually highly technical, closed sessions and attended only by members representing the respective companies. Earl D. Dryer, Missouri Public Service Company, Kansas City, is chairman of the Southwest Regional Group; R. W. Sherwood, vice president-engineering and production, Beaumont, is vice chairman; and John W. Likens, Missouri Utilities Company, Cape Girardeau, Mo., is secretary of the organization.

Charles Lopez, engineer, System Production, Beaumont, was one of the speakers on the program. He spoke on "Reliable Power Through Improved Planning and Scheduling."

He explained that in order to meet current power demands and to furnish dependable service, our Company has utilized special working tools to carry out an energetic maintenance program on generating equipment. These tools are the arrow diagram and critical path scheduling.

These techniques provide the job foreman and power plant planning groups a systematic method of planning and scheduling the turbine and generator overhauls.

With the arrow diagram, jobs are sequenced into a graphic plan which is used for scheduling work. This method affords the foremen better job control during the jobs because they have a wider comprehension of the overall project.



HEAD INTERCONNECTED GROUPS. During the Southwest Regional Group meeting Dan C. Peterson, Northern States Power Company, Minneapolis, Minnesota, chairman of the Interconnected Systems Group; Earl D. Dryer, Missouri Public Service Company, Kansas City, Missouri; and R. W. Sherwood, vice president-engineering and production, Beaumont; chairman and vice chairman respectively of the Southwest Regional Group, exchange some ideas. Attending the meeting were representatives from investor-owned utility companies, co-operatives, municipal, state and federal authorities in Nebraska, Kansas, Missouri, Oklahoma, Arkansas, Mississippi, Louisiana, Texas and New Mexico.



TOWER OF LIGHT DRAWS LARGE CROWDS IN 1964. The total attendance at the Tower of Light pavilion during the 1964 session of the New York World's Fair was 3,358,385 making the exhibit the eighth most popular. An average of 19,000 people rode the giant turntable through the musical show daily. Here several hundred people wait in line to go through the show. Attendance in the early weeks was brisk, but in July and August the exhibit operated at near capacity, with more than 27,000 people—a record high—viewing the show in a single day. The 1965 show will feature a lively new musical review, "Holiday with Light", using holiday themes to tell the story of electricity in a fanciful, lighthearted way.

. . . second season begins April 22

Tower of Light Re-Opens With All-New Musical Review

NEW LOOK AT TOWER OF LIGHT. The 1965 Tower of Light pavilion will open with an all-new musical review when the New York's World Fair begins its second season on April 21. As visitors enter the pavilion they step onto a giant turntable and are comfortably seated in newly installed swivel chairs. Before the turntable transports the audience to the first of the seven show chambers, the two stars of the show, Benjamin Franklin and Reddy Kilowatt, a newcomer to the pavilion, introduce themselves and briefly describe what the audience is about to see. Ben and Reddy are three-dimensional, animated, talking figures who perform in each of the festive holiday scenes.



AN all-new, lively musical review, "Holiday with Light," will premiere at the electric utility companies' exhibit, the Tower of Light, when the New York World's Fair opens its second season, April 21.

Sponsored by 158 of the nations investor-owned electric utility companies, including our Company, the Tower of Light was high on the list of successful exhibits during the fair's 1964 run. The total of 3,358,385 visitors made the exhibit the eighth most popular at the fair. An average of 19,000 persons rode the giant electrically powered turntable through the musical show daily. On peak attendance days anywhere from 25,000 to 27,000 viewed the show.

This year's show, which uses a variety of techniques including spectacular lighting effects, a lively original musical score and a new script, takes place in seven show chambers. Visitors, comfortably seated in newly installed revolving seats, will spend about two minutes in each chamber as they are transported through the show.

The new show uses a holiday theme to tell the story of electricity in a fanciful, lighthearted way. A new character, Reddy Kilowatt, long a familiar figure in our advertising and the modern symbol of electric power for most of the electric industry, will be introduced in this year's show.

Ben Franklin appears out of the past to join Reddy who offers to bring Ben up to date on the progress made with electricity since he flew his kite in a thunderstorm. Then Reddy, Ben and the audience are off on their tour of seven of America's most festive holidays.

Ben, represented as a three dimensional animated figure, resembling an oversized light bulb, has the same qualities as his namesake who is recognized as the traditional figure suggesting inventiveness, thrift and free enterprise. Reddy is also an animated three dimensional figure, electrically lighted and controlled.

Plain Talks

The audience will see seven holiday scenes, New Year's Eve, Labor Day, Thanksgiving, Mother's Day, Father's Day, the Fourth of July, and Christmas and, at the same time, will be told in song and story of the contribution electricity makes to daily living.

The show maintains an aura of musical fantasy and sparkles with a variety of elaborate scenes. Among them are a stirring Fourth of July sequence brilliantly illuminated with electrical fireworks; a music hall number featuring Reddy and Ben as "the last of the red hot daddies"; and a Christmas episode featuring the world's largest Christmas ornaments.

After the Christmas scene, visitors descend to the ground floor of the pavilion where they may view the source for the 12-billion candlepower Tower of Light, the fair's welcome light. They will also see an all-electric climate conditioning sequence and a new research exhibit on electric power.

The research exhibit will show how the investor-owned electric utility companies are finding new ways to create, transmit and use electricity. Such in-the-future conveniences as all-electric automobiles, electric TV shoppers, all-electric highways and electrically climate controlled cities of the future are depicted in the exhibit.

In the Court of Light, a glass wall separates visitors from the battery of 12 powerful xenon bulbs, source of the light beam. The beam is activated nightly in a special ceremony in which celebrities pull the golden light switch.

The new musical score was composed by Lee Pockriss, composer of such popular songs as "Catch a Falling Star," "Johnny Angel" and "Itsey Bitsey Teeny Weeny Yellow Polka Dot Bikini." Sidney Brooks, who helped create three other New York World's Fair presentations, wrote the lyrics and script. The sets were designed by Fred Fox, who has designed sets for over 200 Broadway productions.

With the installation of comfortable seats on the turntable, visitors will be able to enjoy the dazzling and delightful 1965 Tower of Light show in uncrowded comfort.



ON "WORLD'S FAIR ENTERTAINMENT SPECTACULAR." America's greatest trumpet showman Al Hirt and his sextet will provide an up-beat transition as they tour the New York World's Fair on ECAP's "World's Fair Entertainment Spectacular" on ABC-TV later this month. The show will be hosted by Gordon and Sheila MacRae and will also feature the New Christy Minstrels. Outstanding acts at various international pavilions will also be presented.

. . . on April 29

TV Spectacular to Feature World's Fair Entertainment

OUR Company will co-sponsor the third in the series of ECAP Electric Showcase specials, "World's Fair Entertainment Spectacular" on ABC-TV, later this month (check your local newspaper for time and station).

This program will be the first television show to present a full-hour of entertainment from the New York World's Fair with official world's fair sanction. It will be telecast one week after the fair opens for the 1965 season.

Featured guest stars will be Al Hirt, America's greatest trumpet showman, and his sextet; and The New Christy Minstrels, a group of young singer-instrumentalists who appear among the top 20 on the nation's best seller charts.

Producers of Electric Showcase have auditioned performers at the fair's leading pavilions. Acts will be selected from the Mexican Pavilion's Mariachi band of itinerant folk musicians and the exciting Flying Eagles of Papantla; the exciting Hell Drivers from the Auto Thrill Show; "Les Poupees de Paris," puppet show; a group of native dancers from the African pavilion; and a fiesta presentation at Spain's pavilion.

Gordon and Sheila MacRae, hosts for the series, will open the show on the Swiss Sky Ride, performing a specially written song.

Trumpeter Hirt and his musicians will offer an up-beat transition as they tour the fair in the little bus-trains which transport fair-goers to various exhibits.



RECEIVES DISTINGUISHED SERVICE AWARD. Herschel Mathews, right, supervisor of advertising production, Beaumont, receives the Distinguished Service Award of the Beaumont Junior Chamber of Commerce from Michael O'Neill, awards chairman, at the annual DSA banquet, March 30. Herschel was cited for his outstanding contributions to Beaumont civic affairs.

Herschel Mathews Named Beaumont's Outstanding Young Man by Jaycees

HERSCHEL R. MATHEWS, supervisor of advertising production, System Advertising, Beaumont, was named "Beaumont's Outstanding Young Man for 1965" by the Beaumont Junior Chamber of Commerce and was presented with the Jaycee Distinguished Service Award on March 30 at the annual DSA banquet.

Herschel was selected as recipient of the award by a panel of judges composed of John E. Gray, president of First Security National Bank; William W. Phillips, Jr., president of American National Bank, and Rex Lee, division manager, Beaumont.

His name was submitted by the board of directors of the Beaumont Advertising Club of which he is currently president and by C. R. "Mike" Isenberg.

Herschel was cited for his contribution to the Advertising Club, his leadership in the Better Business Bureau of the Golden Triangle, the initiation of an annual advertising

seminar, his work with United Appeals and his contributions to the Beaumont Chamber of Commerce, Lamar Tech, the Young Men's Business League, South Texas State Fair, and many other civic activities.

Herschel is a graduate of Beaumont High School and Lamar Tech. He holds bachelor of science degrees in general business and business administration and is presently working on a masters degree in English.

He joined our Company in 1952 as a part-time employee in Sales, Engineering and Accounting. He has been in the Advertising Department since 1954.

He is the son of Mrs. E. E. Mathews and the late Mr. Mathews of Beaumont. Mr. Mathews was an employee of our Company in Jasper, Texas, and at Neches Station at Beaumont.

Herschel is married to the former Delores Fertitta of Beaumont and they have two children, Patrice and Gregory.

Baton Rouge Slates May 31 Golf Tourney

BATON ROUGE Division Golf Staters will hold their third annual Memorial Day employee golf tournament on Monday, May 31, at Webb Park Golf Course in Baton Rouge.

The one-day event will feature a medal play with a blind handicap system. Defending champion is Reeves Garrison, Accounting, who shot a 69 in last year's event at Howell Park.

Co-chairmen for the tournament are Ed Loggins and Tom Boone, Sales.

Other committeemen are: R. M. Andrews and Bill Tholborn, steering; J. R. Braud, Richard Bergeron and Mr. Andrews, handicap and pairings; R. M. Knobloch, Buck Morton, John Ellis and Phil Levert, finance; J. W. Kirkland and Al Gajeske, prizes; Reeves Garrison, Donald Kraft and Vernon Gautreaux, rules; and Jack Worthy, publicity.

Departmental representatives are: Jack Gautreaux, Meter, Service, Engineering and Appliance; John Jenks, Line; Don Wilson, Sales and Accounting; Danny Garon, Willow Glen; and Stan Paxton, Louisiana Station.



"Then he bet me I couldn't climb the pole without my climbers."



GOLF TOURNAMENT SITE. The tree lined course at the Lake Charles Golf and Country Club will be the site for the May 31, Memorial Day employee golf tournament. The Lake Charles Division employees will play host to golfers from Lake Charles, Beaumont, Port Arthur and Navasota Divisions.

... on May 31

Lake Charles to Host Employee Golf Tournament

THE Romans invented it, the Dutch donated the name, the Scotch added refinements and rules, the Americans turned it into big business. What is it? It's golf!

Gulf Staters will be playing it on Monday, May 31, at the ninth annual Memorial Day Employee golf tournament at the Lake Charles Golf and Country Club.

The one-day tournament will get under way with a shotgun start. This will allow later starting time to allow plenty of travel time for out-of-town Gulf Staters. The Lake Charles Country Club is closed on Monday and Gulf Staters have use of the entire course. Entrants will be notified of starting time after handicaps and teams are made up. A limited number of electric carts will be available for those requesting them.

Entry fee for this year's event will be \$5. This includes a \$3 green fee, meal and prize money. The meal, which will be served around two p.m., will cost \$1 per person for members of the golfers' families. The menu will include barbecued chicken and dirty rice with all the trimmings and dessert. The meal will be served at the picnic area in Lake

Prien Park. Activities are being planned for the wives.

Prizes will be awarded to the medalist (low gross score) and the champion (low net score) player. Other prizes will be awarded on the team system. The golfers will be grouped into foursomes according to handicap and the foursome will play as a team. Each golfer in the top teams will be awarded prizes. Prizes will also be awarded for hole-in-one contests.

The Lake Charles Golf and Country Club was originally designed by Ralph Plummer, Fort Worth architect, and the 44 new sand traps on the course were recently designed by Jay Riviere of Houston. Five more sand traps are scheduled for future construction.

Mr. Plummer designed and built the first 18 hole course, the Cypress Creek Course, at the Champions Course in Houston. The second 18 hole course at Champions, the Jackrabbit Course, was designed and built by Mr. Riviere.

The course, well-trapped and tree-lined, will prove a real challenge to the Gulf States golfers. In addition, the course has water hazards consisting of five lakes that enter into play on ten holes. The men's course record of 64 was shot by a professional, Deen Wood, on May 27, 1960. The women's record of 69 was shot by Clifford Ann Creed, women's professional, on November 16, 1962.

The golf pro at the Lake Charles course is Gray Little, brother of Ernest Little, residential sales supervisor for Lake Charles Division.

Committee members for this year's tournament are: E. G. Hodges, club arrangements; Jerry St. Dizier, awards; Neil Carpenter and Ernest Little, food and drinks; Norman Lee and Bob Wiggins, handicapping, pairing and scoring; Gene Mullin, ladies entertainment; Malcolm Williams and Roy Franques, publicity and information.

Out-of-town committee members are: Joe Fontana, Bill Thomson, Leroy Bodemann and Jack Shirey, Beaumont; Virgil Shaw and Frank Jones, Port Arthur; Al Baird, Navasota; Cecil Nantz, Orange; Charley Gary, Lafayette; and Martin Wagnon, Jennings.





A CHAMPION. C. E. "Gene" Chick, rate analyst in System Rate Department, Beaumont, displays the good form of his Pembroke Welsh Corgi, Ch. Hushco Rhodri, C.D., which recently won Roddy his Champion American Kennel Club designation. Roddy is the first dog owned by a member of the Beaumont Kennel Club to win the Companion Dog degree (C. D.) by the AKC for excellence in obedience trials. At the left is Haskell Shuffmon, an all-bred judge licensed by the AKC, who judged the March 20 show in Galveston.

Beaumont Employee's Dog Named AKC Champion

"ONE of the smartest and friendliest thoroughbreds you'll ever meet is also one of the most gentlemanly."

Thus ran the lead in a article of the Beaumont Enterprise in January, 1964, about Ch. Hushco Rhodri, C. D., a Pembroke Welsh Corgi owned by C. E. "Gene" Chick, rate analyst in the System Rate Department in Beaumont. At that time Roddy had just earned the C. D. designation after his name, indicating that he had been awarded the Companion Dog degree by the American Kennel Club for excellence in obedience trials. Now, a little over

a year later, Roddy has earned the coveted Ch. designation in front of his name, as a result of becoming an AKC Champion.

Even though he has a couple of titles to go with his pedigree and fancy name, he's still just plain Roddy to his friends, and that includes every kid on the block. The wise-eyed, alert-eared, little red dog reacts knowingly to a variety of commands from Gene, who trained and handled him in obedience trials in Houston and New Orleans on the way to the C. D. certificate. But when serious business is over, Roddy is ready to scurry away

on his short legs for a romp with the neighborhood children.

In order to become the first dog owned by a member of the Beaumont Kennel Club to win the C. D. title, a feat for which Gene was awarded a plaque by the club, Roddy had to display in three obedience trials his ability to walk at heel on and off the leash, to stand for examination, to respond instantly when called, and to sit or lie down and stay in the same position for an extended period without moving. A perfect score is 200 points, while a score of 170 is passing. Roddy's scores were 195, 192, and 194—pretty good for a dog not even a year old.

Earning the title of Champion was quite a different experience for Roddy and Gene as compared to earning the C. D. degree. You might say that the C. D. is awarded for "brains" whereas the Champion title is awarded for "beauty", so Roddy had to "unlearn" some of his obedience lessons in order to show well in the conformation ring. For example, he had to learn to remain standing whenever Gene stopped, rather than to sit automatically as in obedience work. The transition turned out to be fairly easy though, as Roddy soon learned to recognize that the show lead required a certain pattern of actions on his part and the obedience leash and collar called for a different pattern.

The dog show judge takes account of two main factors. He judges the dogs against the standard of perfection for that breed and he judges the dogs against each other. He tries to pick those dogs which are nearest to ideal type and which are sound and in top condition.

Basically the dog show is a big elimination contest in which dogs are gradually eliminated from competition until one Best in Show winner remains. Competition begins between male dogs of the same breed, with classes for Puppy, Novice, American-bred, Bred by-exhibition, and Open. The winners of each class compete against each other until the best male dog of that breed is chosen, at which time championship points are awarded, according to the number of dogs he

has defeated. Similarly, the same classes are held for females of that breed. The best male and the best female then compete against each other and against champions entered, from among which the Best of Breed and Best of Opposite Sex to Best of Breed are chosen.

The American Kennel Club recognizes 115 breed of purebred dogs, which are classified into six variety groups according to the kind of work the dogs are intended to perform: Sporting, Hounds, Working, Terriers, Toys, and Non-Sporting. The Pembroke Welsh Corgi is a working dog, along with such popular and well known dogs as the Boxer, Collie, Doberman Pinscher, German Shepherd, Great Dane, and others. The Best of Breed of each breed in the Working Group compete and a Best in Group is selected; similarly a Best in Group winner from each of the other five groups is chosen. These six finalists constitute the final, select group from which the Best in Show dog is chosen.

The American Kennel Club recognizes as a Champion a dog that has earned a total of 15 points, five points being the most that can be won at any one show. A check system to make the points harder to acquire provides that a dog must have at least two major wins of three points or more each under different judges. Roddy completed his championship requirements on the Texas Dog Show circuit held in March, finishing with a total of 17 points, including five majors.

The Pembroke Welsh Corgi is a small dog, standing about eleven inches at the shoulder and weighing about 24 pounds. Originally developed in Wales to herd cattle, the Corgi became very popular in Great Britain when King George VI gave one to Princess, now Queen, Elizabeth in 1936. The corgi is still relatively rare in the United States but is gaining rapidly in popularity, particularly since one was starred in a Walt Disney television story, "Little Dog Lost." Gene and Roddy are doing their bit to make the Corgi a little better known in this part of the country.



LEARNING ABOUT THE OTHER HALF. That could sum up this shot of one of the two employee development program sessions held recently in the Beaumont general office auditorium for 50 of our Company's senior people in their respective classifications. A. J. Mary, superintendent of planning, Beaumont, is shown during his talk on system loading and interconnections. The informational program was under the direction of the Training Department.

Employee Development Programs Provide First-Hand Information

MORE often than not the right hand doesn't know what the left hand is doing in a lot of big organizations. Not so with our Company's 2,739 employees scattered throughout 45 counties and parishes in Texas and Louisiana.

Or at least it isn't the Training Department's fault if it is.

Fifty of our Company's senior people in their respective classifications found out about "the other half" of our operations recently during two four-day employee development program sessions in the Beaumont general office building auditorium. Running between Tuesday and Friday, March 23-26 and March 30-April 2, the informational program was executed by the Training Department with James

Towers, training representative, Beaumont, coordinating this year's sessions.

The participants, hailing from throughout our two-state service area, got first-hand information on our Company's activities from speakers coming from different departments. The program included rundowns on our construction budget, production, rates, financial structure, sales, public relations, claims, company history, safety, standards, microwave and relay and system loading and interconnections.

The informational sessions were highlighted by mid-week dinners and tours. Participants got a closeup look at our Company's new system operator's control room, the IBM complex and Sabine Station near Bridge City.

May Retirements

F. W. Merrill
Elmer Sudderth
R. W. Minvielle
A. M. Sirman
D. A. Spell
E. L. Gordon



F. W. Merrill

FORREST W. MERRILL, operating superintendent in Lake Charles Division since 1954, began his electrical industry career on July 1, 1924, with the Lowell (Mass.) Electric Light Co.

He joined our Company as a distribution engineer in Beaumont on November 29, 1925. He was transferred to Port Arthur as foreman of the Meter Department in 1926. He was moved back to Beaumont in 1927 as an engineer in the Engineering Department.

In Beaumont he served as assistant to the superintendent of distribution, assistant to the operations manager, and assistant to the vice president until transferred in 1930 to Navasota as superintendent of distribution. In 1935 he was transferred back to Port Arthur in the same position and was named operating superintendent for Port Arthur Division in 1942. He was transferred to Lake Charles Division in 1954.

Mr. Merrill is a native of North Chelmsford, Mass., and was graduated from New Hampshire University, Durham, N. H., with a BS in electrical engineering. He attended the public utility executive course at Georgia Tech in 1956. -



R. W. Minvielle

Mr. Merrill is a member of the Rotary Club in Lake Charles, the Association of Commerce, and the Institute of Electronic and Electrical Engineers. He is married to the former Lillian Spann of Navasota. They have two married daughters, one lives in Houston and the other in Fort Worth, and four grandchildren. The Merrills live at 1917 4th Street in Lake Charles.

"I'm going to continue to stay well and learn to relax and enjoy sitting on the side-lines," Mr. Merrill said. "I've always been a backyard gardener and may continue to be one. We'll probably see some of the U. S. we haven't visited yet."

ELMER SUDDERTH joined our Company in Lafayette on January 4, 1927. He has been general line foreman in the Lafayette District since 1963. He was made a sub-foreman in 1936 and a line foreman in 1939.

A native of Leonard, Texas, he is married to the former Earlene Patterson of Celeste, Texas. They have two grandchildren, Ted David 17, and Carol Lynn, 15, of Lafayette. Mr. and Mrs. Sudderth make their home at 605 St. Louis Street in Lafayette.



A. M. Sirman

Mr. Sudderth has long been active in Masonic work. He is a past master of Hope Lodge #145; past master, Lafayette Council #24; past high priest, Robert H. Cage Chapter #56; past commander, Payne Commandery #16; and is a member of the Evangeline Shrine Club. He is a member of the First Baptist Church in Lafayette.

"I don't have any definite plans for retirement," Mr. Sudderth said. "I intend to travel fish, hunt and just enjoy life."

RAYMOND W. MINVIELLE was employed on April 6, 1937, as an electrician helper in Baton Rouge. He worked in the Line Department until transferred to the Substation Department in 1941 as a substation mechanic first class. He was made a foreman in 1945 and has been a shop foreman since 1962.

A native of Hope Villa, Louisiana, Mr. Minvielle is married to the former Helen Davis of Denver, Col. They live at 6624 Government Street in Baton Rouge.

Mr. Minvielle is a Methodist and served with the U. S. Navy as a coxswain during World War I. His retirement plans call for some traveling.



D. A. Spell

ALBERT M. "SLIM" SIRMAN, garage foreman in the Beaumont Service Center Garage since 1930, joined our Company in Beaumont as an auto mechanic on February 24, 1928. In 1929 he was named shop foreman.

A native of Neame, Louisiana, Mr. Sirman and his wife, Elma, live at 2315 Briarcliff Drive in Beaumont. He is a member of the Young Men's Business League, the Beaumont Chamber of Commerce, Masonic Lodge #1165 and the First Baptist Church.

"We've got a home that needs a lot of work, so that will keep me busy for a while," Mr. Sirman said. "We also plan to travel and visit with our grandchildren. I've got lots of fishing and hunting to catch up with."

DOSTY A. SPELL, an employee of our Company since July 29, 1935, has been garage foreman in the Lake Charles Service Center Garage since 1954. He was employed as a mechanic in Lake Charles and served in various mechanic classifications until made shop foreman in 1950.

Mr. Spell is married to the former Eunice Trouard of Lake



E. L. Gordon

Charles. He is a native of Dudson, Louisiana, and a member of the University Methodist Church.

His retirement plans call for home gardening, fishing, and traveling to visit children and friends.

EZRA LEE GORDON, master repairman at Sabine Station, joined our Company as a repairman, first class, at the old Sabine Power Plant in Orange on May 3, 1948.

He was transferred to Neches Station at Beaumont in 1953. He has been master repairman at Sabine since being transferred there in 1961.

A native of Glasgow, Kentucky, Mr. Gordon was employed prior to joining our Company by various industries in Texas City, Lake Charles, Orange, Port Arthur and Las Vegas, Nev. Mr. Gordon lives at 334 Dyson Courts in Orange.



Joe McClelland

Joe McClelland Named Navasota Industrial Engineer

JOSEPH H. McCLELLAND, JR., was promoted and transferred on March 16 to the Navasota Division as industrial engineer.

Joe has been with our Company since August, 1949, when he was employed as a junior engineer in Beaumont. In December, 1949, he was assigned to the Beaumont Division Sales as a lighting engineer. He had been an industrial engineer in the Beaumont Division since 1953.

A native of Crowley, Louisiana, he was graduated from the University of Texas with a BS in mechanical engineering. He also attended Lamar Junior College.

While in Beaumont, he was active in various civic organizations. He was a member and past treasurer of the board of directors of the Young Men's Business League. He was also a member and a past chairman of the Military Affairs Commit-

tee of the Chamber of Commerce, a past director of the South Texas State Fair, an assistant district commissioner of the Boy Scouts of America and a member of the YMBL Key-men's Club.

He is a command pilot and a lieutenant colonel in the Air Force Reserve. He is the commanding officer of the 704th Troop Carrier Squadron, 924th Troop Carrier Group of the 446th Troop Carrier (San Jacinto) Wing, Ellington Air Force Base, Texas. He holds memberships in the Reserve Officers Association and the Air Force Association.

He is married to the former Norma Huey of Liberty, Texas. They have three children, Mary Alva, Mark Banks and Mrs. Neil D. Moore of San Diego, California.

Harry Stelly Promoted To New Position

HARRY J. STELLY, Beaumont, has been promoted to a right-of-way man in System Engineering.

Harry, who joined our Company in 1959 as an engineering helper in the Beaumont survey crew, was an engineering assistant in the System Right-of-Way.

A native of Grand Coteau, Louisiana, he was graduated from French High School in Beaumont in 1956. He is married to the former Alma Youngblood of Burkeville, Texas, and they have one child, Laurie, 3.

He is a veteran of eight years service in the National Guard, in which he attained the rank of specialist 5 (buck sergeant).



Doris Campbell

Doris Campbell Promoted To Analyst

DORIS CAMPBELL, formerly a senior clerk in Plant Accounting, Beaumont, was promoted on March 16 to depreciation analyst in Plant Accounting.

Miss Campbell has been an employee of our Company since 1939. She has worked in various accounting clerk positions until named confidential records clerk in the IBM section in 1957. She has been a senior clerk since 1958.

She is a native of Jasper County, attended Lamar College and is a member of the First Methodist Church in Beaumont.

February Promotions

Tommy L. Elliott, truckdriver in the Beaumont T&D-Line.

James C. McGrew, apprentice in the Beaumont T&D-Line.

Walter L. Sikes, serviceman second class in the Beaumont T&D.

Phillip C. Rogers, engineering assistant in Beaumont T&D Engineering.

Irby J. Thibodeaux, janitor in Beaumont Building Services.

Doris A. James, senior steno, in System Records-Steno, Beaumont.

Carlton W. Holbrook, buyer in System Purchasing, Beaumont.

David Doss, laborer II in Beaumont Storeroom.

Holly B. Downs, garage mechanic first class in the Navasota Garage.

James L. Wells, lineman third class in the Huntsville T&D.

Therman C. Varnado, meterman first class in the Baton Rouge Gas Department.

Albert Toussant Retires April 1

ALBERT TOUSSANT, JR., a special laborer in Baton Rouge Division Right-of-Way Maintenance, retired April 1.

Albert had been an employee of our Company since September 19, 1936. He joined the T&D as a laborer in Blanks, Louisiana.

He is a native of Lakeland, Louisiana, and attended the Lakeland schools. He served in the U. S. Marine Corps during World War II.



Albert Toussant

Our Mail

FROM HOUSTON:

Dear Mr. Carroll:

It was quite a surprise to receive the check from your company covering wiring allowance for my all electric home west of North Zulch. From here on this home and property will be known as "Lynwood."

Your courtesies extended during the building of this Medallion home are very much appreciated by our entire family—nothing but pleasant business relations can develop from such service and courtesy.

Sincerely yours,
Hugh January

FROM BRIDGE CITY:

Dear Mr. Ibach:

The Building Trades Class of the Bridge City High School wishes to thank you for your warm and friendly reception to us in our recent visit to your power plant.

We especially want to thank your employees, Mr. Henry Kluttz, maintenance engineer, Mr. W. S. Norwood, control room foreman and Mr. Claude Douget, equipment operator, for being our guides and for their informative and interesting talks.

I believe this will not only give the students more interest in their study of electricity but will also give them a better understanding of how we get our electricity. It is through the cooperation of companies such as yours that we become more informed citizens.

Thank you again for your cooperation and giving us the chance to visit with you.

Sincerely yours,
Michael Largent
Building Trades Instructor
Bridge City High School

Service Awards

FORTY YEARS



Lillian Ferguson
Executive
Lake Charles

TWENTY YEARS



M. E. Adams
Distribution
Port Arthur

TEN YEARS



J. A. Petitjean
Distribution
Lafayette



G. L. Trahan
Distribution
Lake Charles

gulf staters in the news

Fred F. Johnson, vice president, Lake Charles Division, has been appointed chairman of the advanced gifts division of the Lake Charles Young Men's Christian Association's development fund campaign. The YMCA hopes to raise \$250,000 in the campaign.

Neil Carpenter, industrial engineer, Lake Charles, served on the panel of judges for the electronics section of the Tenth Annual Region 5 Science Fair at McNeese State College, March 12 and 13. **Dr. P. P. Newman**, associate pathologist, St. Patrick's Hospital, son of **Phil Newman**, sales superintendent, Nava-sota Division, was a judge for the biology section.

Jackie Ogden, son of **Mr. and Mrs. Jack Ogden**, he's residential sales representative in Woodville District, caught a calf in the Dairy Scramble in Houston. He received a \$200 certificate with which to buy a registered dairy calf. A Colmesneil 4-H club member, he will feed and care for the calf and show it in the 1966 Houston Livestock Show.

J. Kirby Jones, sales superintendent, Port Arthur Division, has been elected a ruling elder in the Westminster Presbyterian Church for a three year term.

Mrs. James J. Pierson, Jr., daughter of **Earl White**, operations manager, Beaumont, reign-



A SAFETY PRESENT. The Neches Station employees presented this "door prize" to **Anders Poulson**, safety representative for Texas Divisions, and **S. L. Stelly**, system safety director, Beaumont, at the annual husband and wife safety dinner last month. Presenting the present to **Summa Lee**, are **Bill Tolbert**, engineer at the station, and **C. M. O'Brien**, planning supervisor. **Andy** was in Houston at the time attending the annual meeting of the Texas Safety Association. The ladies at the left are some of the wives who received attendance prizes during the evening.

ed as queen of the court of **Kublai Khan** in Baton Rouge on February 27.

Elizabeth Watley, local office clerk, Mid-County office, has been elected president of the Pilot Club of Mid-Jefferson County for 1965-66.

Mr. and Mrs. Randy McAlpine, he's superintendent of sales, Beaumont Division, have been named to the advisory board of directors of the Neches River Festival.

Judy Moses, rate assistant, System Rate Department, Beaumont, was recently elected corresponding secretary for the 1965-66 season of the Beaumont Interfaith Choral Society.

Victor P. Gayle, system superintendent of residential sales, Beaumont, has been elected

treasurer of the Sales and Marketing Executives of Beaumont for the coming year.

M. Dru Stephenson, an employee in the Beaumont Division Meter Relay and Communications, was elected president of the Vidor Independent School District board, March 5.

Thrift Plan

DURING March the trustee for the Employee Thrift Plan purchased the following stocks covering employee deductions and Company contributions through February:

- 1,362 shares of Common stock at a total cost of \$72,390.09 or an average cost of \$53.150 per share;
- 60 shares of \$4.40 Preferred stock at a total cost of \$5,790.00 or an average cost of \$96.50 per share;

this costs included brokerage and commission fees.

The trustee also deposited \$30,088.27 with the savings department of the First Security National Bank of Beaumont.

"Blackie" Thanks You

C. G. "Blackie" DeCuir, retired residential sales supervisor of the Port Arthur Division, thanks all the Gulf Staters who made his retirement party on March 5 such a memorable occasion for the DeCuir family. Blackie retired April 1, but his various activities and legions of friends will keep him active.



Mr. and Mrs. T. J. Hebert, Jr., Louisiana Station, on the birth of their third child and second daughter, **Pami Diane**, November 29. Mrs. Hebert is the former Marily Elliot of Baton Rouge.

Mr. and Mrs. Sam Gibbs on the adoption of their son, **Tracy Michael**, March 29. Tracy was born March 28. The mother, **Ann**, is a stenographer in System Advertising, Beaumont.

Mr. and Mrs. Tommy L. White, Baton Rouge, on the birth of their fourth child, a son, **William Wesley**, April 1. Tommy is a turbine operator at Louisiana Station. Mrs. White is the former Dorothy Carter of Baton Rouge.

Mr. and Mrs. Virgil Fuselier on the birth of their son, **Drew Hinman**, March 1. Virgil is a residential sales representative in Lake Charles Sales.

Mr. and Mrs. Richard Peterman on the birth of their son, **Richard Russell**, March 10. Richard is an industrial engineer in the Lake Charles Sales.

Mr. and Mrs. Conrad P. Kennedy, Beaumont, on the birth of their son, **William Lawrence**, March 19. Mr. Kennedy is employed in the Relay and Communications Section of the System Engineering.

Mr. and Mrs. Robert Darney, Beaumont, on the birth of their daughter, **Dianne**, March 22. The mother, Mary, was formerly employed in the Insurance and Claims Department.

Mr. and Mrs. Larry C. Madden, Neches Station, on the birth of their daughter, **Sherrie Paige**, February 26.

Mr. and Mrs. Vernon F. "Sonny" Horstmann, Lake Charles T&D, on the birth of their daughter, **Tresa Lynn**, March 4.

Mr. and Mrs. John H. Broussard, Baton Rouge T&D, on the birth of their daughter, **Daphne Lynn**, February 25.

Mr. and Mrs. Howard Romero, Port Arthur T&D, on the birth of their daughter, **Jennifer Lyn**, February 22.

Mr. and Mrs. George D. Rice, Neches Station, on the birth of their son, **Larry Donald**, March 8.

Mr. and Mrs. Artis Foreman, Sabine Station, on the birth of their son, **Terry Lynn**, March 26.

Mr. and Mrs. A. E. Gajeske on the birth of their first child, a son, **Edward Stanton**, April 2. Al is purchasing agent for the Baton Rouge Division. Mrs. Gajeske is the former Shirley Stanton of Beaumont.

Wedding Congratulations

Ellsworth Sperling, engineer in Lake Charles T&D, on his marriage to **Billie Howe** on March 6 in St. Andrews Presbyterian Church in Lake Charles.

Frances G. Krumholt, Louisiana Station, and **Opal Halcomb** were married on January 3.

Minia L. Lee, Customer Accounting, Baton Rouge, was wed to **Phillip Bruce** on February 9.

Jane M. Hoyt, T&D, Baton Rouge, was wed to **John B. Norwood**, on March 20.

Transfers

Douglas E. Pairett, changed from engineering assistant in Beaumont T&D and transferred to Beaumont Sales as a residential sales representative.

(continued on next page)



BUYS YMCA MEMBERSHIP. Brenda Bryant, left, Beaumont YMCA Membership Office, and Judy Driscoll, a secretary for The White House, place a cowboy hat on President Richard's head and tie a bandanna around his neck as he buys a membership during the Beaumont YMCA Membership Round-Up. A newsman, foreground, for a local television station, films the event. At the right is W. E. "Rebel" Richard, superintendent of System Industrial and Commercial Sales, "Big Boss" for this year's Round-Up.

(transfers continued)

Larry J. Lee, changed from truckdriver in the Huntsville T&D-Line and transferred to Navasota as an apprentice in T&D-Substation.

Wilburn L. Woods, transferred from Huntsville and promoted to apprentice in the Navasota T&D-Substation.

Jetherine J. Jordan, serviceman in the Cleveland T&D-Service, to engineering assistant in T&D-Engineering.

Major R. Saunders, changed from laborer II and transferred to Baton Rouge Storeroom as a storeroom assistant.

Thomas E. Allen, changed from helper-T&D and transferred to Baton Rouge Sales as a residential sales representative.

New Employees

Eddie E. Helffrich, departmental clerk in the Beaumont T&D-Engineering.

Henry M. Bishop, substation operator in the Orange District.

Patricia L. Story, departmental clerk in the Baton Rouge T&D-Engineering.



AT NELSON STATION. C. A. McGee, Neches Station, Gene Stanley, Nelson Station and Russell Gautreaux, Louisiana Station, pause for a picture while putting the boiler feed pump motor in service during recent maintenance work at Roy S. Nelson Station.

Robert D. Phelps, helper in the Beaumont T&D Building Services.

Mona G. Dunk, departmental clerk in System Records, Beaumont.

Carolyn K. Smith, stenographer in System Tax Department, Beaumont.

Deanna B. Orphy, key punch operator in System Billing Records, Beaumont.

Jeanee N. Campbell, clerk in General Accounting-Stores, Beaumont.

Betty C. Dowell, local office clerk in the Calvert District.

Cheri A. Glass, local office clerk in the Port Allen office.

Sympathy to:

Mr. and Mrs. K. W. Ferrell on the death of Mrs. Ferrell's mother, Mrs. Dessie Mae Plumlee of Oakdale, Louisiana. Mr. Ferrell is employed at Roy S. Nelson Station.

Sherman Dieson, Lake Charles Substation, on the death of his brother, George Dieson of New Orleans, on March 10.

C. W. Choate, local superintendent, Anahuac, on the death of his brother, Rene Choate, 69, Buchanan Dam, Texas.

J. Kirby Jones, superintendent of sales, Port Arthur Division, on the death of his brother, H. Minor Jones, 65, of Beaumont, March 22.

Former GSUer Dies

Joseph Bowes, 78, chairman of the Oklahoma Natural Gas Co. board of directors, died January 25 in a Tulsa hospital.

Early in his career in the field of utilities he operated utilities in Port Arthur, Beaumont and Lake Charles. He built the first electric transmission line for our Company across the state of Louisiana, from Texas to Baton Rouge.



Jo Ann Smith

Home Service Advisor Joins Beaumont Sales

A new home service advisor has been added to the staff of the Beaumont Division Sales.

Jo Ann Smith, a mid-term graduate of Northwestern State College at Natchitoches, Louisiana, will make home calls, work with school home economics departments, and conduct lecture demonstrations.

Jo Ann, the daughter of Mr. and Mrs. Thurston Smith of Fields, Louisiana, was graduated with a bachelor of science degree in home economics education. At Northwestern State, she was a member of the Euthenics Club, Student Louisiana Teachers Association and a representative of the Mademoiselle Home Fashion College Board of New York.

We can't cross a bridge until we come to it; but I always like to lay down a pontoon ahead of time.

Luther Risher Takes Live Wire's Guest-Membership Golf Tournament

THE Rishers, Olivers and Fontanas replaced the Palmers, Lemas and Sanders but no substitute was needed for keen competition Saturday, April 3, as the third annual Live Wire's Club golf tournament unfolded at Beaumont's Bayou Din golf course.

Fifty-one GSU'ers and guests challenged the flat but picturesque layout in the 18-hole medal play tourney. Golfers and would-be golfers from our Company's Baton Rouge, Port Arthur and Beaumont Divisions fought furiously for the merchandise prizes but it was local talent—knowledgeable to the ways of the course—that prevailed. Luther Risher, Treasury, Beaumont, toured the par-70 Din with a 39-40-79 to claim the tournament championship.

Sterling Oliver, Engineering, Beaumont, and Jimmy Hughes, a guest, deadlocked for top honors in the first flight with net 68's. Mr. Oliver walked off with the merchandise prize, thanks to a lucky coin flip. Mr. Risher also picked up third place laurels by virtue of a net 69. Joe Fontana, Treasury, Beaumont, ran fourth with a net 70.

Earl White, Operations, Beaumont, fired a net 70 for first place in the second flight. He was trailed by E. L. LeFloor, Substation, Beaumont, with a

71; C. P. "Jack" Shirey, Training and Safety, Beaumont, with a 72; and Y. L. Hughes, Engineering, Beaumont, and Butch Franklin, Accounting, Beaumont, with 73's.

Jim Balshaw, Treasury, Beaumont, stroked a net 67 for top honors in the third flight, Bob Collier, System Sales, Beaumont, trailed with a net 72 and was followed by Pat Pierson, Treasury, Beaumont, with a net 73 and Joe Vallot, Engineering, Beaumont, with a net 75.

The day's low net score was turned in by Gene Russell, Production, Neches Station, who shot an adjusted 65. Charles Degner, Engineering, Orange, was second with a net 71, Bill Harland, Right-of-Way, Beaumont, was third with a net 73 and Dude Johnson, Sales, Orange, was fourth with a net 75.

Bill Barksdale, Engineering, Beaumont, was chairman of the Live Wire's annual links blowout. He was assisted by W. G. Hudson, Engineering, Beaumont, who handled handicaps and pairings; Mr. Fontana, who handled entry fees; J. F. Carraway, Engineering, Beaumont, and Mr. Hughes, who handled prizes; and T. H. Tompkins, Communications, Beaumont, and Mr. Vallot, who presided as rules co-chairmen.

TOURNEY'S UNSUNG HEROES— Handling the overall scorekeeping throughout the day were Muriel Hayes, Duplicating, Beaumont, left, and Linda Henderson, Purchasing, Beaumont. Joe Fontana checks the leaders.



INTERESTED ONLOOKER. It's too late to do anything but look and that's just what Jimmy Hughes, a guest of brother Y. L. Hughes, Engineering, Beaumont, does here as his chip shot settles on the 18th green.



ADD 'EM UP. That's Joe Fontana's job and he has plenty of assistance from the other three players in his foursome; from left, Leroy Bademann, T&D, Beaumont; Jerry Stokes, secretary, Beaumont; and Bill Thomson, Sales, Beaumont. Joe, Treasury, Beaumont, added things up to a winning total for himself. He won fourth place in the first flight.

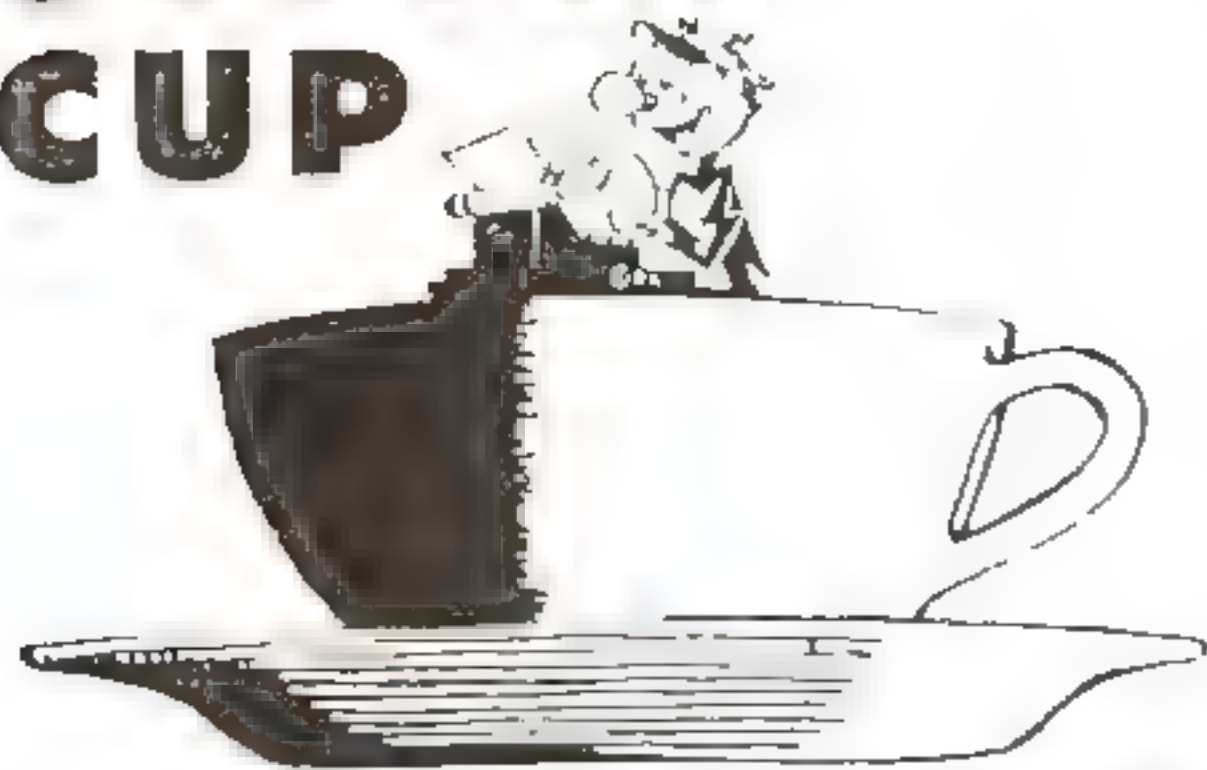


STILL A LITTLE WAY TO GO. That's what Buck Morton, Louisiana Station, Baton Rouge, discovers as he inspects his lie on the 18th green. His inspection paid dividends. He tapped it in on the next shot. Moving in from the background, right, to record the scene for Live Wire Club annals is George Hayes, "official" club photographer.

IN THE HOLE. The Plain Talks camera catches James H. Chandler's putt just as it drops in the hole for a bogey five on the 18th hole. Looking on with interest is Stanley Paxton. Both work at Louisiana Station.



COFFEE CUP



SEVERAL Customer Accounts employees have been off recently on vacation. Linda Morgan visited in Cleveland while on her vacation. Betty Vandiver and her husband, Billy, vacationed in Florida where they visited Cypress Gardens, Winter Haven and other points of interest. They came back by New Orleans.

Mary K. Heye, an ex-employee, visited our office recently. Mary is attending college in Houston.

—By Betty Clark

MR. AND MRS. V. P. GAYLE, he is system superintendent of residential sales, enjoyed an early vacation in March. They visited relatives

in Harrisburg and Hinsdale, Illinois, and Sherman, Texas. Mr. Gayle also attended the national EEI Sales Conference in Chicago. They reported that it was an unique experience for them driving through the ice and snow.

—By Mary Schlicher

THE Beaumont Service Center group recently welcomed Max Jacobson aboard as an engineering helper in T&D-Engineering. Max and his wife, Virginia, reside 1405 W. Lucas with their seven-month-old son, Mark.

Walter Brader, meter foreman, was in St. Elizabeth's Hospital for a few weeks for an operation. Tom Sturrock, he's in charge of the car pool uptown at the General Offices, was in the hospital recuperating from a slight heart attack.

Harmon Whisenhunt and his son entered the hospital on March 17. Both had their tonsils removed.

Bob Cooksley, serviceman, is being transferred back to the Line Department after having been in the Service Department for a year. Jimmy Lusk is being transferred in to replace Bob.

A. M. "Slim" Sirman, garage foreman, is off on a month's vacation. We hope Slim is enjoying it. This will be his last vacation. He retires May 1 and has lots of work lined up.

It looks like some people in the Service Department are in the "chips". Austin Townsend is sporting a new Galaxie convertible and John Beard's wife has a new Buick. We've been wondering when John will get to drive it?

Joyce Smith, Service, Flo Wenzell, Operations, and Dorothy Gaus, T&D Staff, spent George Washington's Birthday in Houston shopping. We didn't do much buying, but did enjoy the day.

You can really tell it is getting to be spring. It seems as if almost everyone is going fishing on the weekends. From all reports, Dam B is one of the most popular places.

—By Dorothy Gaus



EVERYONE is glad to have R. W. McGowen, commercial sales representative, back from the hospital.

Shirley G. "Pete" Roddy, Credit Department, resigned March 19 to raise a family. Willie Bridges, formerly at Riverside Station, will fill Pete's shoes.

—By Paula Davis



HAPPY BIRTHDAY. Rebecca Kay, daughter of Carl Bradley, Lake Charles Service, celebrated her first birthday, March 18, with her family and many pretty presents.



REPRESENTS SCHOOL. Nina, left, and Joan, daughters of Wallace Bertrand, Jennings T&D, were chosen finalists in the Immaculate Conception School 4-H Achievement Day and will represent their school at the Jeff Davis Parish Achievement Day.



BRIGHT EYES. Lynn Leigh is the granddaughter of District Serviceman and Mrs. Charlie Waller of Corrigan, Texas. She is the daughter of Mr. and Mrs. C. F. Waller of Deer Park.

F. E. "BOOBIE" MATHIS spent a week home with the flu. We thought he was recovering from all the fishing he did during vacation, but he said he really was sick. Boobie is a line foreman and it is good to have him back.

Al Trouille was also out with flu. The flu is still around but it seems to be easing up a little now.

Andrew Landry was in the hospital to have his appendix taken out. Andrew is a lineman who won't be climbing for a while.

—By Edith Patterson

H. J. "BLACKIE" BOURQUE, garage utilityman, was in the hospital for a few days having some tests made.

Dosty Spell spent his last day of vacation fishing. He was trying to get used to retirement as he has only the rest of this month to work. Dosty is foreman of the Lake Charles Garage.

Jo Ann Burnett spent a few days in the hospital for tests, and got out with a new diet. She wasn't too pleased, but she'll be pampering herself for a few months anyway. Jo Ann is the Substation's "Girl Friday" and they really miss her when she is out.

Tyrelle Hill was ill for several days, but is now back at work. Tyrelle is steno in Safety-Claims.

Jimmy Forrest, Service, was also on the sick list for about five weeks.

Theodore Matte, stores assistant, spent his vacation gardening. We're glad an "Easter coldsnap" didn't force him to replant.

—By Bobbie Moon



MR. AND MRS. T. C. VARNADO, parents of Carl Varnado, an employee in the Baton Rouge Gas Meter Shop, celebrated their "Golden Wedding Anniversary" on March 7. Mr. and Mrs. Varnado live in Kentwood, Louisiana.

—By Freda McGrew

NELSON STATION

GOOD Luck Buck." Earl R. Monhart, the Flying Cajun from Lake Charles, has said goodbye to GSU and joined the world of entertainment. He and his partner known as "Quinine Gumstump and his Cajun Buddy, Buck" have joined the Marty Robbins Enterprises. Buck was employed as a test technician at Roy S. Nelson Station.

Up in the morning and back on the job. **John A. Landry** has returned to work after convalescing from a recent knee surgery at St. Patrick's Hospital. He is employed in the Mechanical Department at Nelson Station.

—By Dora Ann Johnson



WINS MUSIC AWARD. Diane, 14-year-old daughter of Carl Littlepage, master technician at Neches Station, received a superior rating at the University Interscholastic League Solo and Ensemble contest, March 13. Diane, who plays the French horn, also won a medal at a solo contest held in Port Neches the week prior. She is a student at Silsbee High School.



SPRING IS HERE AT LAST. Cute little Karen Ann enjoys a sunny day outside. She is the daughter of Mr. and Mrs. James Meitzen of Lake Charles. Mr. Meitzen is test supervisor at Riverside Station.



TWO FOR THE SHOW. Denise, 2, and Danny 5, are the lovely children of Mr. and Mrs. Daniel Gene Stanley of Lake Charles. Mr. Stanley is employed at Roy S. Nelson Station in the Electrical Department.



Lafayette District To Host Fourth Employee Bowling Tourney

THE fourth annual employee mixed handicap bowling tournament will be held Saturday and Sunday, May 1 and 2, at the Lafayette Bowling Lanes on the Abbeville Highway in Lafayette.

Sanctioned by ABC-WIBC, this year's event will feature team, double and single events. Each event will cost \$3.50 with \$1.50 for prize fee, fifty cents for expense fee, and \$1.50 for bowling fee. Prizes awarded are handicap except for first place, all-events, winner.

Honore Miller, Lafayette, is chairman for this years' tournament. According to Mr. Miller the following will be the rules for tournament.

Entries will use final '63-'64 season or '64-'65 averages as of March 1, 1965, whichever is higher. All others may enter at 200.

Four per team entry with multiple entry per bowler, not to exceed two entries per bowler. First series to be used in all events.



"All right, spaceman, time to put the meter cover back."



"THAT'S US." An attractive "mother-daughter" duo teamed up photographically in this month's area-wide outdoor advertising. Ina Ray Bullock, an employee of System Accounting, Beaumont, portrays the "mother" in this month's full color outdoor poster, while four-year-old Denise Brown, daughter of Mr. and Mrs. A. D. Brown of Beaumont posed for the "daughter". This picture is being used on 100 posters throughout our system and on truck posters on some 400 Company vehicles. It is also being used in a full-color newspaper ad.

Mail entries to Honore Miller, Meter, Lafayette, La.

Money must accompany all entries.

Telescope to be official. Protests or appeals must be made within one hour after the game has been rolled.

Handicap will be based on 75 per cent of the difference between highest average and 200.

Bowlers entering doubles must bowl singles. No multiple entry permitted.

Company employees, wives, husbands, or immediate relatives, who are sanctioned ABC, AJBC, or WIBC, are eligible to compete.

Entries may bowl team, doubles, singles (paired) either day or all on the same day.

No entry fee will be returned.

Other than rules listed above ABC and WIBC Special Tournament Rules will prevail.

The 44-lane Lafayette Bowling Lanes feature a lounge, restaurant and nursery.

Accidents Show Increase in '64

ACCIDENTS in the U. S. in 1964 took 105,000 lives, a four per cent increase in fatalities over 1963, according to the National Safety Council. There were 10,300,000 injuries and the cost to the nation for all accidents was about \$16,700,000,000. There was no change in work accidents. Fatalities totaled 14,200 for 1964, the same as for the previous year. Off-the-job accidents to workers took 49,000 lives, up 3,100 from 1963. Public accidents took 18,000 lives, up 1,000 from 1963. Home accidents were down 500. There were 28,500 killed in home accidents in 1964. Motor vehicle accidents took 47,800 lives, an increase of six per cent from the 1963 total of 43,564. The 1963 all-accident and motor-vehicle death totals are the official figures of the National Vital Statistics Division; all others are National Safety Council estimates.

Company Takes Top TSA Safety Awards

THE excellent safety accomplishments by Gulf Staters during 1964 are still receiving recognition.

The employees of the three Texas divisions, Beaumont, Port Arthur and Navasota, were awarded all three awards in Class B of the 26th annual Texas Safety Association industrial safety contest at the association's meeting, March 31, in Houston.

Our Company, competing against other utility firms its size across Texas, scored a clean sweep by winning first places in industrial on-job accident prevention, industrial off-job accident prevention and fleet safety. The contest was judged strictly on the performance of the 1,476 Texas Gulf Staters.

Our Company was judged in on-job accident prevention on the strength of registering 2,937,835 manhours in 1964 with a zero disability frequency rate or no disabling injuries. We competed in Class B against similar firms that had one million to three million manhours of exposure last year.

Our Company was judged first in off-job accident prevention by having only 13 disabling injuries during 1964. The Company was cited for its special off-job employee safety meetings, for integrating its off-job safety with its on-job safety program, for sending mail pieces to the Gulf Staters' homes advocating household and vacation safety and for holding annual husband and wife safety dinner meetings.

Our Company was judged the winner in the fleet safety contest on the basis that our 402 Texas-based cars and trucks recorded 5,520,711 miles in 1964 with only 37 chargeable accidents. The accident frequency rate per one million miles was 6.7. In this category, our Company was judged on the type of fleet, kind of vehicles, city or highway use, size of group and subtypes of operations.



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Gulf Staters Continue To Extend Outstanding On-the-Job Safety Record

SAFETY and service continue to go hand in hand around our Company.

The latest proof of this came with the continuation of the electrical industry's world safety record when we completed 7,000,000 manhours without a lost-time, on-the-job accident at midnight, Friday, March 26.

The world record now covers more than a 16-month period that began December 20, 1963. It takes about 46 days for the 2,739 Gulf Staters to work a million manhours.

"This continuing effort on the part of all Gulf Staters can only mean that you are returning home to your families at the end of each day in the same physical and mental condition as when you left earlier in the day," President Richard said. "I feel that our safety accomplishments have been realized only through a dedicated effort by each Gulf Stater. Please continue this effort."

